



# *Civil Air Patrol*

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Public Affairs Officer's

## Anniversary Planning Guide

Revised 1 October 2002  
Marketing and Public Affairs  
CAP National Headquarters  
Maxwell AFB, AL 36112

# Celebrate Civil Air Patrol's Anniversary

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1 December 1941

*More Than Sixty Years of Humanitarian Service*

## Anniversary Celebration

### **1. Purpose of an Anniversary Celebration**

Civil Air Patrol's Anniversary is recognized as 1 December each year and, regardless of which anniversary it is, this provides an opportunity to reap favorable publicity for Civil Air Patrol as well as for your own squadron. An anniversary commemoration is a way to place CAP in the public eye with several potential benefits:

- (a) Increased visibility for your CAP squadron will help build public understanding of your mission, plus build community support and goodwill for CAP. It is critical for a non-profit organization performing a public service to have community support and acceptance if it is to succeed in its mission. You can help develop this acceptance and support by telling the public about Civil Air Patrol. For example, communicate who CAP is, our history, our missions, and, more specifically, tell them about your local squadron, who they are and what they do. Creating visibility and an awareness of CAP is the heart of the Public Affairs Program.
- (b) Another result of increased publicity and visibility for CAP is that it will stimulate people's interest in becoming members of Civil Air Patrol. In order to remain effective and viable, a volunteer, non-profit organization must constantly seek new members and new ideas. The recognition of CAP's anniversary can be a golden opportunity for new member recruitment.
- (c) The increased visibility and public awareness can result in alternative sources of funding for local squadrons. Individuals, businesses and corporations are much more likely to provide funding support to organizations with which they are familiar.

### **2. Enlist the help of other CAP Units in your community**

If there are other Civil Air Patrol squadrons in your community, include them in what you are planning. Get together with the commanders and public affairs officers of the other units to plan a combined anniversary observance. Organize a committee representing the various squadrons in your area and plan a cooperative recognition in which all squadrons share in the responsibility and the visibility. It would be counter-productive to have two different squadrons in the same area holding two separate celebrations, sending news releases to the same papers, television stations, etc. It will appear very unorganized and poorly planned. There is strength in unity! If CAP units fail to work together and show the community that we are all part of the same team, all of the hard work placed into the events will be lost.

### **3. It's not a one-man show!**

Of course, in the event that your squadron is the only one in your area, the brunt of the planning and execution of the events will fall on you. However, it is still not a one-man show. If you are the squadron commander performing all the jobs of the squadron, "because nobody else can do it," your squadron is on the road to failure. You must get others involved in what you are doing. If you attempt to perform too many jobs, details will be overlooked and tasks may not be performed as well as they could be. No one can do it all by themselves so, recruit your squadron members to help.

### **4. Establish a committee**

Rather than trying to carry the weight alone, form a committee of active, enthusiastic members to plan the details and perform the work to ensure the observance is a success. If possible, appoint some sharp cadets to the committee. CAP cadets can make a strong, positive impression at public events and will prove to be memorable to those in attendance.

**5. Don't try to overdo it**

There are many things you can do to gain publicity for Civil Air Patrol while commemorating the anniversary; however, it is not practical to attempt all of these ideas so decide which ideas or venues will gain the most positive results for CAP and your squadron. This Anniversary Planning Guide includes suggestions to celebrate the anniversary. Keep in mind that these are only suggestions and that other ideas from within your membership may serve your squadron's purpose better.

It is better to plan a few big events to celebrate the anniversary (for example, a proclamation from the mayor or governor declaring it "Civil Air Patrol Week" and holding an open house at the squadron meeting location) than to attempt too many events within a short period of time and risk having them fail. Some examples of events that can make a tremendous impact if done well include a luncheon for the mayor and civic leaders; an open house; a display in a shopping mall (make sure it is eye-catching and professional).

**6. Get started NOW!**

The best time to start planning your anniversary observance is NOW! Don't wait until November 30 to start planning because it will be too late. Schedules will already be set or events will be thrown together in a hurry and your attendance will be light. Form your committee early, make your plans early and assign tasks to committee members early. Ensure that everyone has time to complete their tasks to the best possible result. Don't let your good intentions and the lack of planning ruin your "Civil Air Patrol Week" celebration.

**7. Use Your Cadets**

Include a couple of well-groomed cadets, dressed neatly in the appropriate uniform, when visiting civic officials, business leaders or members of the media. Include cadets whenever possible as they tend to make a favorable impression on people with whom you are meeting. In addition, wear your own uniform when visiting local officials, and participating in activities for "Civil Air Patrol Week". This includes visits to the mayor and other city officials, the editor of your local newspaper, presidents of civic clubs, radio stations, television program planners, local clergy, etc. Be sure that people know that you are a member of Civil Air Patrol rather than the Air Force. This could create fundraising opportunities for your squadron.

**8. Let the Air Force help you**

Most Public Affairs Officers on Air Force Bases are aware of Civil Air Patrol as the Official Auxiliary of the United States Air Force. Make them aware of CAP's anniversary. If you are located in a city that has an Air Force Base or if your squadron meets on a base, take advantage of this opportunity. Visit the Public Affairs Office, talk to them about what you hope to accomplish and see if they can help you. They may offer you suggestions that you had not previously considered and they may be able to assist you with some of the arrangements, particularly the news releases or contacts with the media. You have nothing to lose and everything to gain by asking.

# Celebrate Civil Air Patrol's Anniversary

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## Suggested Activities

### Hosting An Open House At Your Squadron

Hosting an open house at your squadron is an excellent way to make people in the community aware of Civil Air Patrol, our missions and your squadron's activities in the community. If you are planning an open house, be sure to present a clean, organized squadron location to the public. Have each member in the squadron wear a neatly pressed, clean uniform and be well-groomed. Plan something for the visitors to see or do. Perhaps a continuous loop recruiting video or a display with literature they can take with them. Don't invite people without a plan. One of the worst things you can do is create a setting in which your visitors stand around and wonder why they came.

Invite local officials, the mayor and city council, business leaders or others who may have something to offer Civil Air Patrol. The more prominent members of the community that you can get commitments from to attend the open house, the more newsworthy the event will be and more coverage you are likely to receive. To avoid an embarrassing situation, ensure that the event will be worthy of the media's time before you invite them to attend.

Secure plenty of recruiting materials prior to the event. These can be ordered at [www.capnhq.gov](http://www.capnhq.gov). Click on e-services to access the recruiting materials order form on-line. Please plan ahead and order these materials at least six weeks before the event, in case there is a question regarding your request or slow shipping times.

Make arrangements to serve refreshments. This may include coffee, punch, cake or cookies. If the squadron budget is tight, the members can make the refreshments.

If you would rather have a banquet to commemorate the anniversary, the same general rules apply. Make sure that you invite the right people from the community and make it a special event worthy of Civil Air Patrol's anniversary. A banquet could be an opportunity to hold an awards ceremony and impress the guests and give the honorees the credit they deserve. Remember the anniversary celebration is an occasion to publicize and honor Civil Air Patrol.

### Civil Air Patrol Sunday

Get your squadron chaplain involved in Civil Air Patrol Sunday. He/she can possibly enlist other members of the clergy in the community to participate in the observing of Civil Air Patrol Sunday to commemorate the anniversary. Ask your members who attend church services to attend on the designated Sunday dressed in uniform and encourage the clergy to recognize the members present and the noteworthy occasion of CAP's founding and subsequent anniversary celebration. You might also be able to receive mention in the church bulletin published weekly if enough advance notice is given. If you need further assistance with this idea, please contact the National Chaplain's Office at 334.953.6002.

### Luncheon For The Mayor, City Council, Business Leaders, etc.

This does not have to be a big event but it should be done well. The size and scope of this particular event could range from a banquet and awards ceremony to an informal gathering with snacks and a slide presentation on your squadron and your activities and accomplishments. Whatever size event you have, it is a great opportunity to get important officials acquainted with Civil Air Patrol and with your squadron.

### Guest Speaker At Civic Club Meetings

Most local civic clubs such as Kiwanis, Lions, Rotary, etc., are always in the market for someone to conduct a free, twenty-minute program for their meetings. This offers you an opportunity to tell them about CAP. The commander or another well-prepared senior member should attend the meeting in uniform and give an interesting presentation to the group. The Marketing and Public Relations

Directorate at CAP National Headquarters can assist you in preparing your presentation. A new recruiting video was mailed to each squadron and wing commander in September 2002. Please contact your commander to borrow your squadron or wing's copy. This recruiting video can be used any time during the year—not only during an anniversary celebration.

### **Public Exhibits**

Some examples of this would include mall displays, community centers, state or regional fairs, large sporting events, school or career fairs, etc. An exhibit booth involves members staffing the exhibit or booth, handing out literature and answering questions about CAP. Those who staff the exhibit should look professional in either a neatly pressed, clean uniform or some other business casual attire with something identifying them as members of Civil Air Patrol such as a name badge or polo shirt. Cadets in uniform always draw a lot of attention.

Plan your display in advance so that it will be professional, educational and of interest to all age groups. If time and space permit, conduct a demonstration such as a cadet drill exercise, first aid, mission planning or an aerospace activity where you demonstrate how to build a rocket. Make sure that your demonstration will be an attention-getter and will hold people's attention. The members staffing the exhibit should remain standing while at the exhibit, smile and talk to the public. If you sit and talk with each other, you appear unapproachable and many good prospective members will most likely walk right by without stopping.

The purpose of a public CAP display, whether for a couple of hours or several days, is to inform the public and gain visibility for CAP. It can also serve as a means of recruiting new members. Recruiting materials such as brochures, fact sheets, paper airplanes and the CAP Story can be ordered on-line now at [www.capnhq.gov](http://www.capnhq.gov) by clicking on e-services to access the recruiting materials order form.

### **Anniversary Page In Local Newspaper**

Any newspaper will publish a full or half-page, paid advertisement, congratulating your squadron and Civil Air Patrol on its anniversary. This will cost money and, depending on the size of the circulation, market area and ad size, it could be very expensive. However, there are ways of offsetting this cost. One way is sell small ads for recognition to be placed on the ad. These ads may consist of small congratulatory messages at the bottom of the page or may be just a listing of the names of sponsors. Another way to offset the cost is to approach a larger business or corporation in your area or one with which your squadron has conducted business and request a donation to cover the cost of the ad. The contributor would benefit by receiving recognition in the newspaper, i.e. "ABC Corporation congratulates Civil Air Patrol on \_\_\_ years of humanitarian service to the [name of your community or city]." The remainder of the ad would contain information about CAP. If you decide to try the latter method, remember that the contributor could receive a tax deduction for the donation. Another option would be to persuade your newspaper editor to run the ad as a public service announcement.

### **Electronic Signs**

Many motels, banks, car dealerships as well as other businesses have billboards or electronic signs on which they place various kinds of messages. Many of these businesses would be receptive to placing a message on their sign congratulating CAP on \_\_\_ years of service to our nation. See the manager or business owner to inquire about the possibility of doing this. Be sure to make your request several weeks in advance so that the business can place you on the schedule. You will want to follow up closer to the anniversary to ensure that everything is still on track for the message to be displayed.

### **Holiday Parades of Events**

With Civil Air Patrol's anniversary falling in between Thanksgiving and Christmas and Hanukah, another venue for promoting CAP and our anniversary might be holiday parades, festivals, carnivals, etc. Including the CAP Honor Guard or Color Guard in a holiday parade would be impressive and attention getting. Keep in mind all of the holiday shoppers that are out during this time if you are considering a mall display.

### **Sporting Events**

Sporting events offer many possibilities for spreading the word about CAP's anniversary. First, if the event features an electronic scoreboard, you could coordinate with the management to flash a "Happy Anniversary Civil Air Patrol" message on the scoreboard during a time-out or lull in the game. Also, you could talk to the respective team representatives to see if the CAP Color Guard could present the colors prior to the start of the game. One other opportunity at sporting events is to get an ad or announcement placed in the printed programs that are distributed and/or sold at sporting events.

### **Let Your Imagination Take Flight**

This guide contains only a few suggestions for ways to celebrate Civil Air Patrol's anniversary and, at the same time, gain positive publicity for CAP and recruit new members. There are countless numbers of activities you can do and you are only limited by your imagination and that of your fellow members. Get together with other members of your squadron or members of other squadrons in your area and brainstorm. You will be amazed at how many ideas a group can generate. If you do try something new and unique that produces positive results, let us know at HQ/ CAP PA. Email the details of your event or project to [pa@capnhq.gov](mailto:pa@capnhq.gov). Or you can mail it to us at Civil Air Patrol National Headquarters, Marketing and Public Relations, 105 South Hansell Street, Building 714, Maxwell AFB, AL 36112-6332. We would like to share your success with other squadrons.

### **Don't Keep It To Yourself**

Don't make the anniversary an occasion for a private celebration in your squadron. The anniversary is not an occasion for self-congratulation or for patting yourselves on the back. It is an opportunity to tell the world, or at least your part of the world, about Civil Air Patrol and its missions. Seldom will you have a more favorable opportunity to tell the CAP Story.

# Celebrate Civil Air Patrol's Anniversary

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## Increased Visibility Using The Media

### News Releases

Contrary to what you may hear from radio and television representatives, newspapers are not obsolete. They continue to be one of the best possible methods for getting out the message about Civil Air Patrol since everyone at some time reads newspapers.

When planning publicity for your anniversary observance, try to schedule the news item to appear in the local newspaper a week or two preceding the actual anniversary or the beginning of Civil Air Patrol Week if applicable. This should be a general news story which tells what CAP is, how it began, what it does, what CAP Week is all about and what you are planning to do to celebrate the anniversary. Be brief! Don't write a long-winded history of the organization. Just include a few brief lines about CAP's beginning. There are examples later in this guide.

In addition, you may be able to get a short news story in the newspaper about specific events that you are planning such as CAP Sunday, a luncheon for civic or business leaders, open house or banquet, etc.

If you live in a small town, getting coverage for CAP's anniversary will be much easier since the editor usually knows the organizations and leaders in the community. If your area is served by a weekly newspaper, the newspaper publicity will have to be concentrated in one or two weekly editions rather than several daily editions.

If you live in a large, metropolitan area, it is usually very difficult for a small organization to get something in the paper (or radio or television) unless it is truly outstanding or unusual. If you are cooperating with other CAP squadrons for a really impressive area-wide observance, your chances of making the news will be much better. You should have one and only one PAO to represent all units involved. If there are no other squadrons close enough to work with you, do not get discouraged but, go ahead and plan the best anniversary celebration that your squadron can do.

If you are planning a large open house and/or public event involving community leaders, you may be able to get a reporter and/or photographer to cover the event. Visit and become acquainted with your newspaper editor and his/her staff. Do this in advance so that they are familiar with you when the event occurs. Whenever your squadron receives favorable press, be sure to send a personal thank-you note to the editor and/or reporter responsible.

### News Release Formats

You can refer to CAPP 190-1 for more detailed information about the proper format for news releases but, the following are important points to remember when sending news releases. In the technological age in which we now live, information can be transmitted by a number of different methods including fax, electronic mail (e-mail) and regular U.S. mail. E-mail has become increasingly the preferred method of receiving news releases. If you send your news releases by e-mail, don't send the news release as an attached file but, make the news release part of the body of the e-mail message. Photos should always be included whenever possible. Digital photography is becoming the preferred method of sending photos from one person to another. When you do this, make sure that the photos are saved as a jpeg file (.jpg extension) and that the photos were taken and saved using high resolution for better quality.

### Newspaper Editorials

A brief editorial in your local newspaper is another good way to draw attention to CAP and its anniversary. If your local paper staff regularly writes its own editorials, you should visit the editorial editor, explain what CAP is all about, what the occasion is and request that a brief editorial be written explaining CAP and its missions. Take along any background information you have on CAP to help the writer be as prepared as possible.

Major newspapers do not use editorials written by outside writers, so provide them with background information and an idea of what you want the editorial to say. Many small papers, to the contrary, will publish outside editorials. If you submit a canned editorial to the editor of a small newspaper about CAP, the chances are quite good that they will use it.

### **Public Service Announcements (PSAs)**

Radio stations are committed (and required by law) to deliver public service. As a result, they put free commercials on the air in the public service category to fulfill this obligation. They are not obligated, however, to use your particular radio spot—only to allocate a certain amount of airtime to public service. Do not remind them of this or try to tell them that they are required to use your particular radio spot.

As a result of this public service requirement, hundreds of worthy institutions are constantly seeking free airtime for themselves—in competition with you and Civil Air Patrol. This is why personal contact in advance of the actual event or observance would be helpful in getting your announcement on the air. A visit by the squadron PAO and/or commander to the station's program or public service director may be the key to getting your message on the air.

Don't overload the station with announcements and don't expect them to rerun your announcement endlessly. They have to spread the free airtime around to other deserving organizations. Do not call them and ask why they did not play your announcement.

### **Television Stations**

National Headquarters does not have any TV spot announcements about CAP's anniversary. However, if you plan a noteworthy event as part of your anniversary celebration, your local TV station might be interested in covering it as part of their local newscast. They might show interest in such things as a practice mission, a ground search, communications demonstration, and first aid demonstration or cadet drill teams. Such events should be well done and of interest to viewers to warrant coverage by television stations.

Prior to the event for which you have requested coverage, visit with your TV station news director and explain who CAP is, what we do and what the occasion is. Provide the news director with literature that explains more about CAP such as brochures, CAP Story or the CAP Fact Sheet.

When working with any media personnel, always provide as much background information and assistance as possible. Make your goals clear and be cooperative with the reports or newscasters. It will cast a favorable light on CAP for this and future events.

### **Proclamations**

If you prepare a proclamation for your mayor or governor to sign, he or she will most likely sign it. Public officials are approached to sign many proclamations each year and usually do so willingly. You may have to go through channels to see your mayor or governor in order to get the signature but, it will be worth the time spent. You will be creating an awareness of CAP with that official and his or her staff.

The proclamation should pay tribute to CAP on its anniversary and should end by proclaiming the week of 1-7 December as "Civil Air Patrol Week" in your city or state. You can invite the press to attend the signing but, most media do not cover signings due to the volume there are of such events. If the media does not send someone to cover the signing, take pictures yourself and have them developed immediately (or use a digital camera) and get the photos to the newspaper as quickly as possible.



### Sample Proclamation Wording

- WHEREAS:** Civil Air Patrol, a civilian volunteer auxiliary of the United States Air Force, is dedicated to volunteer public service in the interest of community, state and national welfare; and
- WHEREAS:** The members of the [INSERT WING OR UNIT NAME] responded to [EVENT OR EVENTS] by [GIVE DETAILS]; and
- WHEREAS:** As a result, Civil Air Patrol [INSERT ACCOMPLISHMENTS]; and
- WHEREAS:** The members of the [INSERT WING OR UNIT NAME] are prepared to give of their time and resources for the benefit of fellow Americans through aerial and ground emergency services, aerospace education and cadet programs; and
- WHEREAS:** The [NUMBER] members of the [WING OR UNIT NAME] remain vigilant to community needs of all kinds.

**NOW, THEREFORE:** I, [NAME OF OFFICIAL], hereby proclaim [INSERT DATES] as

**CIVIL AIR PATROL WEEK [OR OTHER TITLE]**

In [LOCATION], and I encourage all citizens to join in the observance.

[PERSON SIGNING WILL INSERT STANDARD SIGNATURE BLOCK AND SEAL HERE]

### It's Up To You!

Following in the guide are some samples of news releases that you can modify to suit the needs of your squadron. Refer to CAPP 190-1 for the proper format of a press release.

The header on all news releases to the media should include the following information:

- SQUADRON NAME
- CAP Seal (black and white)
- FOR IMMEDIATE RELEASE
- POINT OF CONTACT (PAO OR COMMANDER)
- CONTACT INFORMATION (PHONE, FAX AND EMAIL)

A tag line in the sentence or group of sentences at the end of the news release that explains to the reader who the organization is and what they do. The following is a good example of a tag line that could be used for any news release.

Sample Tag Line:

Civil Air Patrol, the official Air Force Auxiliary, is a nonprofit organization. It performs more than 85 percent of inland search and rescue missions in the continental United States as tasked by the Air Force Rescue Coordination Center. Volunteers also take a leading role in aerospace education and serve as mentors to America's youth through CAP Cadet Programs. For more information about Civil Air Patrol programs, call 1.800.FLY.2338.

These news releases are only samples and are not intended to be used as your final document. You are not expected to copy any of them and use exactly as is. You can compose your own release. These are simply meant to serve as examples.



Civil Air Patrol  
(WING OR SQUADRON NAME)  
(DATE)

FOR IMMEDIATE RELEASE  
PRESS RELEASE  
POC: NAME  
PHONE/FAX/EMAIL

### Local CAP Squadron To Join In Observance

(City name)—“The (Squadron name or names) will join more than 1700 other local units of the Civil Air Patrol this week in observing our (number) anniversary,” announced (commander name), squadron commander.

“A number of activities have been planned for the occasion,” he/she explained, “to make more people in our community aware of Civil Air Patrol and our work in this community.”

Among the events tentatively scheduled for “Civil Air Patrol Week”, the week of December 1-7, are a luncheon for the mayor and city council, an open house during the regular weekly meeting and a display that will be at (location) throughout the week.

Civil Air Patrol was founded December 1, 1941, by a group of aviation enthusiasts and private pilots who wanted to donate their time and aircraft to protect the nation’s coastlines during World War II as well as performing other civil defense missions.

Today, Civil Air Patrol conducts Air Force authorized air and ground search and rescue missions, assists with relief activities in periods of disaster, cooperates with civil defense agencies and conducts a comprehensive program of aerospace education as well as a youth motivation and leadership training program.

Last year, the organization spent (number) hours flying air search and rescue missions and other humanitarian missions and saved (number) lives through its emergency services activities.

Civil Air Patrol, the official Air Force Auxiliary, is a nonprofit organization. It performs more than 85 percent of inland search and rescue missions in the continental United States as tasked by the air Force Rescue Coordination Center. Volunteers also take a leading role in aerospace education and serve as mentors to America’s youth through CAP Cadet Programs. For more information about Civil Air Patrol programs, call 1.800.FLY.2338.

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Note: These figures can be obtained from the most recent Annual Report to Congress. If you use a release similar to this sample, be sure to change it to suit your own local program and your own occasion. The underscore indicates places where current data will need to be input.



**Civil Air Patrol**  
(WING OR SQUADRON NAME)  
(DATE)

FOR IMMEDIATE RELEASE  
**PRESS RELEASE**  
POC: NAME  
PHONE/FAX/EMAIL

### **Mayor, Civic Officials To Attend Luncheon/ Banquet in Honor of CAP Anniversary**

(City Name) Mayor (insert name) and members of the (insert city name) City Council will be the guests of (name of hosting squadron), one of over 1700 local Civil Air Patrol squadrons located throughout the United States.

The luncheon is in observance of Civil Air Patrol's (number) anniversary. CAP was established December 1, 1941 just prior to the beginning of World War II. CAP won recognition during that time for its coastal patrol and other civil defense activities.

Among those expected to attend the luncheon are (list council members and government representatives to be present). The luncheon is part of the weeklong observance of the anniversary that runs December 1-7 and is celebrated across the country by the more than 62,000 volunteer members of CAP.

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Note: Be sure to use the complete name of your squadron.



**Civil Air Patrol**  
(WING OR SQUADRON NAME)  
(DATE)

FOR IMMEDIATE RELEASE  
**PRESS RELEASE**  
POC: NAME  
PHONE/FAX/EMAIL

### **CAP Members to Visit Local Civic Club**

(City name) Members of the (civic organization name) will have a special opportunity (day and date) to learn more about Civil Air Patrol, the civilian auxiliary of the United States Air Force as it celebrates its (number) anniversary on December 1.

"Members from the (local squadron name) will present the program during our weekly meeting and we are anxious to hear about this unique organization," comments (club president name and title).

The (local squadron name), commanded by (commander's name) is one of more than 1700 squadron around the country representing more than 62,000 volunteer members of CAP which was founded December 1, 1941 just prior to the start of World War II.

Civil Air Patrol, the official Air Force Auxiliary, is a nonprofit organization. It performs more than 85 percent of inland search and rescue missions in the continental United States as tasked by the air Force Rescue Coordination Center. Volunteers also take a leading role in aerospace education and serve as mentors to America's youth through CAP Cadet Programs. For more information about Civil Air Patrol programs, call 1.800.FLY.2338.

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**Civil Air Patrol**  
(WING OR SQUADRON NAME)  
(DATE)

FOR IMMEDIATE RELEASE  
**PRESS RELEASE**  
POC: NAME  
PHONE/FAX/EMAIL

### **Civil Air Patrol Sunday Scheduled**

(City name)– If you attend church services next week, you may notice some members of the congregation in uniform. These individuals are part of the (Squadron name) Squadron of the Civil Air Patrol. They are observing the (number) anniversary of Civil Air Patrol, established December 1, 1941 just prior to the beginning on World War II. Each year, CAP observes their anniversary during the first week of December.

The (Squadron name) is commanded by (name) and is one of more than 1700 local units around that country that perform emergency services missions including disaster relief, search and rescue as well as humanitarian activities. CAP also serves the community through a aerospace education and the leadership training of youth.

Locally, Civil Air Patrol is represented by (squadron name), which is comprised of (senior/cadet/both) members. Membership is open to both young people age sixth grade to 18-years-old for the cadet membership and adults age 18 and above for senior membership.

“Civil Air Patrol Sunday” is intended to emphasize CAP’s moral leadership training and is one of several events planned to commemorate CAP’s (number) anniversary. Many clergymen across the nation are members of Civil Air Patrol at the local level, serving as chaplains in the organization.

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Note: Again, this is intended to be a sample only. You are expected to write your own news release to suit your own needs. Also, plan to get your chaplain involved in this activity.



**Civil Air Patrol**  
(WING OR SQUADRON NAME)  
(DATE)

FOR IMMEDIATE RELEASE  
**PRESS RELEASE**  
POC: NAME  
PHONE/FAX/EMAIL

### **Civil Air Patrol Squadron Plans Open House**

(City name) — The (squadron name) Squadron, local unit of the Civil Air Patrol, is hosting an open house on (day, date) at (location). According to (name), squadron commander, the entire community is welcome to attend and learn more about CAP.

Members of the squadron will be present to greet visitors and explain who CAP is, their missions and in what activities their local squadron participates. CAP was established December 1, 1941 and (squadron name) is celebrating "Civil Air Patrol Week" December 1-7. The open house is part of the (number) anniversary observance which is designed to create a greater awareness of CAP's presence and contributions in our community.

(Squadron name) meets (day of week) at (location). The open house will begin at (time).

Civil Air Patrol, the official Air Force Auxiliary, is a nonprofit organization. It performs more than 85 percent of inland search and rescue missions in the continental United States as tasked by the air Force Rescue Coordination Center. Volunteers also take a leading role in aerospace education and serve as mentors to America's youth through CAP Cadet Programs. For more information about Civil Air Patrol programs, call 1.800.FLY.2338.

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Note: This sample news release could be longer and could go into more detail about CAP and its history and about your own squadron. It all depends on how much space your newspaper is willing or able to give you. The underlined words are places where changes need to be made.

## Celebrate Civil Air Patrol's Anniversary

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### Sample Radio Spots for Broadcast 1-7 December

#### 20-second spot

THIS WEEK [STATION CALL LETTERS] WOULD LIKE TO EXTEND CONGRATULATIONS TO CIVIL AIR PATROL ON THEIR [NUMBER] ANNIVERSARY. WE SALUTE CIVIL AIR PATROL FOR [NUMBER] YEARS OF AEROSPACE EDUCATION, CADET PROGRAMS AND EMERGENCY SERVICES BOTH NATIONALLY AND LOCALLY THROUGH [NAME OF SQUADRON] SQUADRON.

#### 30-second spot

WE AT [STATION CALL LETTERS] PROUDLY CONGRATULATE CIVIL AIR PATROL FOR ITS [NUMBER] ANNIVERSARY. WELL-KNOWN FOR ITS SEARCH AND RESUE WORK, CIVIL AIR PATROL, THE OFFICIAL AUXILIARY OF THE UNITED STATES AIR FORCE, SERVES THE NATION ON A MUCH BROADER SPECTRUM THROUGH AEROSPACE EDUCATION, CADET PROGRAMS AND EMERGENCY SERVICES. THIS WEEK, CAP CELEBRATES ITS [NUMBER] ANNIVERSARY AND WE SAULTE YOU AND ALL YOU DO!

#### 10-second spot

CONGRATULATIONS TO CIVIL AIR PATROL ON THEIR [NUMBER] ANNIVERSARY. CAP VOLUNTEERS PERFORM MANY HOURS OF EMERGENCY SERVICES MISSIONS EACH YEAR.

OR

CONGRATULATIONS TO CIVIL AIR PATROL ON THEIR [NUMBER] ANNIVERSARY. CAP'S CADET PROGRAM TRAINS OVER 25,000 YOUTH EACH YEAR ACROSS THE NATION.

OR

CONGRATULATIONS TO CIVIL AIR PATROL ON THEIR [NUMBER] ANNIVERSARY. CAP'S AEROSPACE EDUCATION PROGRAM HELPS KIDS LEARN MATH AND SCIENCE THROUGH THE EXCITING WORLD OF AVIATION.

Be sure to keep this anniversary guide in a safe place so that it can be referred to each year when your squadron is planning their anniversary celebration. The suggested activities can be used at any time during the year when a special event is upcoming in your squadron or wing. To ensure Civil Air Patrol's survival and growth, community support is vital. It should no longer be acceptable in any community in this country for CAP to be known as "the best kept secret in aviation or the Air Force." You are only limited by your imagination as to how you celebrate CAP in your community.



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